INTRODUCTION

Marketing Strategy

Marketing strategy is defined by David Aaker as a process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives. An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

Consumer Buying Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Steps of consumer buying behaviour:-

- Problem recognition
- Information search.
- Evaluation
- Purchase
- Post-purchase evaluation

ECO FRIENDLY PRODUCTS

One of the biggest problems in today's world is pollution. The increase in population and the rapid surge in number of people is the main reason behind environmental issues. Indeed, the increase in population means the growth of solid waste, increase in wastewater and a substantial increase in noise pollution, etc. So to solve this problem a small step is to use eco friendly products/ green products.

Eco friendly literally means earth friendly or those products that do not harm earth or environment. This term is used for those products that contribute to green living or practices that help conserve resources like water and energy. Eco-friendly products also protect air, water and land from pollution. Eco friendly products are an attempt to characterize a product as being environmentally friendly. In general Eco friendly products are made from recycle contents and designed so that they can be easily recycled/ remanufactured. They are usually non toxic, energy efficient durable and made for recycle.

People around the world are becoming more aware of the environmental stresses humans are placing on the planet. Newspapers, magazines, television, and other media feature wide coverage of environmental problems, whether they are local or global. Many consumers now display concern about environmental deterioration. Increasingly often they ask how much impact a product will have on the environment during its lifespan or during its disposal. This is the major impetus for Eco friendly products and green marketing. A closely related reason is the competitive advantage or sales potential that some corporations now see in green products.

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective.

Eco-friendly goods have not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to

choose a green product over one that is less friendly to the environment when all other things are equal. The study of consumers' attitude and purchasing intention toward eco-friendly goods will help marketers to understand how to improve and price their green products and how to attract consumers to buy their products. The international organization for standardization has developed ISO 14020 and ISO 14024 to establish principles and procedures for environmental labels and declarations that certifiers and eco-labellers should follow. In particular, these standards relate to the avoidance of financial conflicts of interest the use of sound scientific methods and accepted test procedures, and openness and transparency in the setting of standards.

Importance of eco friendly products

The most important concern of the people to involve in nature friendly activities is just about their health. The divesting effect of harmful gases, non bio dirigible plastics, dangerous gases, which not only pollute the environment but causes respiration problems in human being. For these plastics, chemicals and pollution subtract the first thing people do is to start using Eco friendly products as soon as possible. These products are made up of natural things that can be easily recycle and do not harm environment. So to have a pollution free environment people must start using eco friendly products to save the environment and for better health.

Some of the leading companies that are using eco conscious production process are IKEA, Nike, Johnson & Johnson, QMI Services, Philips electronics, Earth tec, Schott, Dell, Tupperware any many more.

MARKETING STRATEGIES USED BY ORGANIC FOOD MANUFACTURING COMPANIES

There has been plenty of policy emphasis on organic farming and trade in the recent years in India at various levels as the country is believed to be well placed in this regard. Organic produce is being seen as a natural choice by consumers, and consequently by producers, in both international and domestic markets due to the problems in the supply chain of conventional or mainstream agro produce. The growing health concerns and increasing non-tariff barriers like Sanitary measures in the international market , coupled with non-viability of modern farming on a small scale, are some of the factors behind the move from chemical based to organic production and consumption systems.

The choice of market strategy determines the selection of the certification scheme to be followed. The choice could be domestic or export markets. In the domestic markets, there are various channels for organic produce, including direct membership schemes, weekly markets and fairs, occasional markets, retail health shops, specialised health supermarkets, modern trade supermarkets and even organic restaurants. Major export markets are Europe the United States, Japan and other high-income countries, particularly in Asia.

There is a huge amount of unsold stock in organic food. Some of the reason for this unsold stock is price and lack of marketing of the products, lack of information availability and certification, Price expectation too high in relation to quality, low consistency of quality.

Major products produced in India by organic farming

Category	Names of products
Commodity	Tea , Coffee , Rice , Wheat
Spices	Cardamom, Black pepper, White pepper, ginger, turmeric, vanilla, mustard, cloves, cinnamon, nutmeg, mace, chilli
Pulses	Red gram, black gram
Fruit	Mango, banana, pineapple, passion fruit, Cashew, Nut, walnut, orange, sugarcane
Vegetable	Okra, Brinjal, garlic, onions, tomato, potato
Oil seed	Sesame, castor, sunflower
Other	Cotton, herbal extracts

ORGANIC FOOD IN INDIA

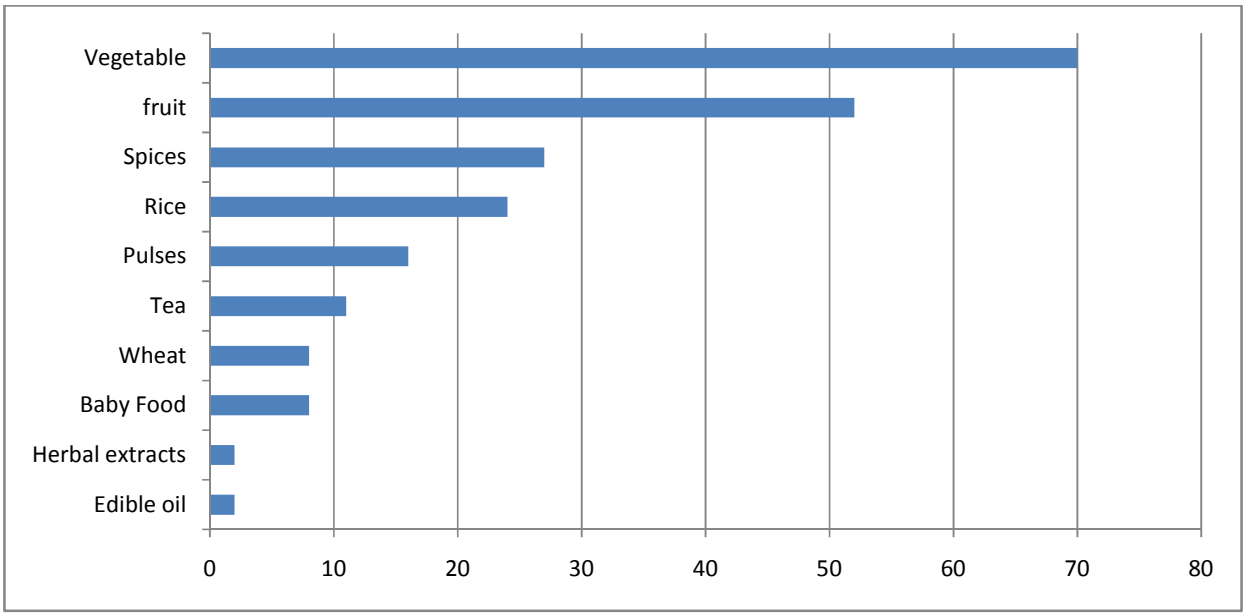
There are different eco friendly products available in market for example paper made bags, electronic products, cosmetic products, medicines, shoes, solar energy, recycle notes, recycle tyres, FMCG products, textile industry (khadi products), recycle packing bags, organic food and many more.

This research will focus on organic food industry and explain different expects of organic food. But first of all what is organic food? The term organic food refers to eco friendly methods of agriculture production that respects the natural environment. No synthetic fertilizer, synthetic pesticides or genetically modified organisms are permitted in organic food; Organic focuses on enhancing the health and vitality of the soil, preserving biodiversity, promotion animal welfare and preserving the ecological integrity of our environment.

In Indian economy is still quite reliant on agriculture and it contribute nearly 14% of the country gross domestic products and almost 60% of the population is dependent on agriculture. The trends of organic food that was initiated developed regions such as Europe and North America is the largest. In India organic food industry is growing rapidly. It is now become one of the biggest businesses in India. According to a survey of India today magazine the revenue rise from organic food from Rs 25 crore in 2008 to Rs 175 crore in 2013. Highest Production of organic kapase in produced in India. There is two world records made by in India (Bihar) in organic food production. In India, majority of the demand for organic foods is originating from Tier I cities such as Mumbai, Delhi, Chennai, Bangalore, Gurgaon and Pune. Companies are witnessing increase in sales as a result of increasing demand from metro cities and the entry of several new players in the organic food market offering an online channel for purchase. The major players in Indian organic food market are Conscious Foods, Sresta, Eco Farms, Organic India, Navdanya and Morarka Organic Foods. Organic food usually costs up to 20% to 30% more than conventional food items which is one of the major challenges in Indian market as majority of the consumers are quite price sensitive.

Some of the problems faced by farmers in organic food production is government do not provided any subsides for organic food, farmer are not much aware about the different method of organic food production, consumer are not aware about the importance of organic food, sometimes the weather is not suitable.

Organic Products desired by India Customers



% Respondents

Organic Food in Rajasthan

Rajasthan is called as the hub of organic food in India. A major part of organic food production is contributed by Rajasthan. Organic farming culture gaining ground in Rajasthan is deemed to be as significant as Harit Kranti (Green Revolution) introduced in 1965 by the then Prime Minister Lal Bahadur Shastri, as a result of which the wheat imports from the U.S. had stopped. There are number of companies in state that produce organic food and export it to other countries. But still many customers are not aware about organic food and customers are prize sensitive also due to which it's not growing to that level which it really deserve. Some of the companies produce organic food in Rajasthan is Sanjeevani organics, Greendary organics, Nirmaya foods, Live Nature, Sabbaa export etc. Some of the organic food products produced in Rajasthan wheat, mustard, gram, jeera, corn, bajra, kapas, pulses, peanuts and many more.

REVIEW OF LITERATURE

Sharma Payal (2013) "An Empirical exploration on Green Marketing: Educational Impact on Consumer Perception and Attitude with Special Reference to Ujjain and Indore City" ISSN: 2320-8236, Vol: 1, Pp38 ..45

The objective of this research paper is to analyze the awareness level of consumer for eco friendly product on the basis of the education level. Education is the main factor to make consumer aware for green products as well as educated consumers are more responsible toward environmental aspects and ready to pay high price for the green products. The maximum numbers of customers are getting information from the advertisements, second source is newspaper and family & relative are the third main source for green products information. It means customers are not aware but if they knew the benefits of green products they will pay higher price.

Netravathi Vasudevaraju S, Sanjeev Padashetty (2013) 'Organic Food Products: A Conceptual Overview" ISSN): 2279-0942, Vol:2, No 2

This study describes detail knowledge about the overview of Organic Food Products. It also tried to explain the return of Organic food for different domain like buyers, Farmers and Environment. Consumers are more likely paying attention towards the Organic food. Thus, the growth of Organic Agriculture has become an up-and-coming marketing trend. Consumers perceive Organic food is much better than the conventional food. Consumers are well aware to choose the products of their choice keeping in mind the value, price and other benefits of the products. Thus, there is a growing demand for the Organic food in the market.

Sachdev Sudhir, Manav Rachna Haryana (2013) "Green Marketing Consumer Attitude Towards Eco Friendly Fast Moving Household Care And Personal Care Products" International University, Faridabad

The primary objective of this study was to determine the attitude and perception of the Indian consumers for eco-friendly fast moving household and personal care products in terms of product, price, place, and promotion. The study was specifically focused on fast moving consumer goods because they have a quick turnover, are of relatively low cost and used almost daily by individuals. The study was conducted in urban Faridabad, a NationalRegion

city, with demographic profile of people as independent variable and targeting people who have achieved education at least up to higher secondary level.

Cela Samit (2012) "The Study Of The Attitude And Purchase Behavior Of Customers Towards Environmentally Friendly Products."

The objective of this research paper is to understand that what consumer think about eco friendly product. What type of eco friendly products they want in market and what are the factors or attitude which makes their purchase decision of environmentally free product or green product?. Will they prefer this product even if they are costly as compare to the other products available in market.

Shrikanth R. ,D.Surya Narayana Raju (2012) "Contemporary Green Marketing - Brief Reference To Indian Scenario" International Journal Of Social Sciences & Interdisciplinary Research ISSN 2277, Vol.1 No. 1, Pp 30-36

Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. In this research paper, main emphasis has been made of concept, need and importance of green marketing. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices.

Chakrabarti Somnath (2010) "Factors influencing organic food purchase in India – expert survey insights" Vol. 112 ISSN: 8, Pp.902 – 915

This research paper is a document the findings of an expert survey in the organic food category in India. It seeks to highlight the relative value attached by the experts to key explanatory variables in the consumers' purchase process of organic food. It attempts to mix with the relevant consumer survey findings published in India in recent times in organic food category.

Michaelidou Nina and Louise M. Hassan (2008) "The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food" Vol 32, Issue 2, Pp 163–170

The paper examines the roles of health awareness, food safety concern and ethical self-identity in predicting attitude and purchase intention within the context of organic produce. A conceptual model is derived and tested via structural equation modelling. Findings indicate food safety as the most important predictor of attitude while health awareness appears to be the least important motive in contrast to findings from some previous research. In addition, ethical self-identity is found to predict both attitudes and intention to purchase organic produce, emphasizing that respondents' identification with ethical issues affects their attitude and subsequent consumption choices.

Emma Rex, Henrikke Baumann Beyond (2008) "Ecolabels: What Green Marketing Can Learn From Conventional Marketing" Pages 567- 576

An Eco label is a label certifying that a product has a low impact on the environment (lower consumption of water and energy, low content of toxic or polluting substances, etc.). They apply to a large number of products - with the exception of agri food and pharmaceutical products - such as indoor paints and varnishes, cleaning products, fabrics and electric light bulbs. Eco labels have emerged as one of the main tools of green marketing. In this paper the researcher observed diverging ways of understanding the green market and diverging views on the potential of eco labeling. A great deal of effort has been invested in making eco labels more effective. We cannot expect high market shares for green products in general if the marketers continue to rely only on eco labels and already green consumers. From a marketing perspective, eco labeling is seen as technical information to the product with a subordinate role in marketing, hardly a means of making all products greener. To achieve greener production and consumption patterns we need to address a wider range of consumers than the deep green segment.

Rene´e Shaw Hughner, Pierre McDonagh, Andrea Prothero (2007) "Who are organic food consumers? A compilation and review of why people purchase organic food " USA

This research paper explain some motives for purchase of organic food that are Is healthier , Tastes better , Environmental concern , Concern over animal welfare , Concern over food

safety , Supports local economy and helps to sustain traditional cooking . And it also explains some non motives for purchase of organic food that are Rejection of high prices, Lack of availability, Insufficient marketing, Satisfaction with current food source and Cosmetic defects This research appears clear that marketing academics have an important role to play in generating further insights into understanding the organic consumer and the marketing system in which they must make purchase decisions and consume organic products

Polonsky, Michael bhaskaran suku, cary , john and fernanddez (2006) "Environmentally sustainable food production and marketing : oppuotunity or hype?" Vol.108,no.8 , Pp.697-720

The paper explains the demand for foods that are produced under environmentally sustainable standards has been slow to take-off because customers do not perceive these products as offering any special benefits; customers distrust the claims made by organizations; these products are much more expensive than traditional products, and the implementation of environmental standards is expensive. Customers claim that the use of different terminologies such as organic, green and environmentally friendly in promoting food products is confusing.

JUSTIFICATION OF STUDY

There are different eco friendly products available in market. This study will focus on organic food. Organic food are those food stuff make by environment friendly agriculture methods no artificial pesticides or synthetic fertilizer is used in it. Awareness level of costumers for these products is not so much. They are not aware that these artificial fertilizer and pesticide are harmful for their health. Some costumers are aware about these products but do not use them because of high price, less availability, small product range etc. The most important reason for buying organic food was the concern of health for children over 66 % parents are adopting these products. Parents are willing to give more for these products but still there are huge number of populations which are not aware about these products. Many consumers not know the difference between natural or organic good. Consumer purchase natural labelled products think that it is organic. This study helps in understanding those different factors due to which consumers are not adopting these organic foods.

This food is made up of eco friendly methods of agriculture. These products are very healthy. No pesticides or any harmful chemicals used in it. In today's world people are suffering from many diseases like cancer, asthma problem, mental disability, physical disability etc. All these dangerous diseases are because of these harmful chemicals used in farming to increases the production. So consumers must start using organic food as soon as possible.

Organic food industry is growing very rapidly in India and in different nations but still organic food industry not get that growth in market which it really deserve. Organic food in India is one of the biggest business, has seen its revenue rise from Rs25 crore in 2008 to Rs 175 crore in 2013. Organic food usually costs 20% to 30)% more than the conventional food items which is one of the major challenge in Indian market as majority of consumer are quit price sensitive.

This study is helping us to understand that what are the different reasons due to which consumer are not adopting organic food especially in Rajasthan region. An analysis of marketing strategies of different organic food company is done so that it can be identifying where these products get week.

OBJECTIVES OF THE STUDY

The objectives of the proposed study will amid to examine consumer's preference and attitude towards eco friendly products specifically in Rajasthan.

1. To study consumer concern about environment.
2. To analyse consumer attitude about eco friendly products.
3. To know the awareness level of consumer about organic food products.
4. To analyses marketing strategies of organic food manufacturing companies.
5. To identify where organic food lack to attract consumers.
6. To carry out comparative analysis of the consumer preference between organic food and normal food products.

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HYPOTHESES

H1 (o) Consumer attitude towards organic food is negatively.

H1 (a) Consumer attitude towards organic food is positively.

H2 (o) There is a significant impact of marketing strategies of organic food on consumer buying behaviour.

H2 (a) There is a no significant impact of marketing strategies of organic food on consumer buying behaviour.

H3 (o) Organic food and normal food products are equally preferred by consumers.

H3 (a) Organic food and normal food products are not equally preferred by consumer.

RESEARCH METHODOLOGY

Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. There are two basic types of research designs-

- **Research Design in case of exploratory studies**

  Exploratory research has a purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the detection of ideas and insights.

- **Research Design in case of descriptive research studies-**

  Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual. This is one of the best methods for collecting information that will demonstrate relationships and describe the world as it exists.

1. **Type of Research-** Descriptive Study

   The proposed study will be descriptive study as the necessity of eco friendly products especially organic food in today's polluted environment will be described, with the identification of factors which lack to attract consumers.

2. **Sampling Design**

   A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

   - **Universe**

     The first step in research is to clearly define the set of objects, technically called the universe, to be studied. For proposed study the universe will be the population residing in **urban area of Rajasthan.**

- **Sampling unit**

  The sampling unit for the study will be the consumer of urban area cities which include Jaipur, Ajmer, Udaipur, Jodhpur, and Bikaner.

- **Sample size**

  Sample size will be around 500 respondents. Structured interview of 15 organic food manufacturing companies.

- **Sampling technique**

  Sampling method selected will be Random sampling

3. **Sources of Data-**
   - **Primary Data-**

     Questionnaire method will be used for primary data collection. Respondents will be people who purchase or do not purchase eco friendly products, which will help to analyse consumer preference for eco friendly products special focus to organic food.

   - **Secondary Data-**

     Secondary data would be information collected from brochures, websites, magazines, newspapers and different journals of green marketing, organic food as well as consumer behaviour.

4. **Scaling**

   The scale would be summated scale or Likert scale with five degree rating from strongly agrees to strongly disagree.

5. **Data Analysis Tools**

Data will be analysed using descriptive statistics. For hypothesis testing chi-square test and independent t-test will be applied using SPSS. Histograms and pie charts would be used for graphical presentation.

LIMITATIONS OF THE STUDY

The limitations which are evident part of research may be summarised in following points:

1) The results of the study will be confined to the state of Rajasthan only.
2) The time lag between questionnaire sending and actual response from customer may be large that affects actual decision making and analysis.
3) Some people may not be enough aware about eco friendly product main organic food to fill the proposed questionnaire.

Chapterisation

Chapter 1 – Introduction

- Introduction to marketing strategy
- Introduction to consumer buying behaviour
- Introduction of eco friendly products.
- Introduction to organic food products.
- Marketing strategies of organic food manufacture companies.

Chapter 2 - Introduction to organic food industry

- Introduction to organic food industry in India.
- Introduction to organic food Industry in Rajasthan.

Chapter 3 – Review of literature

Chapter 4 – Research methodology

- Research design
- Sampling design
- Sample size
- Sample unit
- Sample techniques
- Scaling and data collection
- Statistical tools

Chapter 5 – Conclusion

- Finding
- Limitation of study
- Recommendation
- Suggestion

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